

# CONTRACT



**WVEA-TV**  
**2610 W. Hillsborough Ave**  
**Tampa, FL 33614**  
**(813) 872-6262**

<u>Contract / Revision</u> 253180 /		<u>Alt Order #</u> 5353477
<u>Product</u> TV HFA 2016 SPANISH 10/11-10/17		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 5327
<u>Advertiser</u> Hillary for America		<u>Original Date / Revision</u> 09/08/16 / 09/08/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVEA-TV	<u>Account Executive</u> Jill Mulhall	<u>Sales Office</u> Univision-New Y
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 278	<u>Product 1/2</u> 295
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**GMMB- Greer Margolis Mitchell Burns**  
**3050 K Street, Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WVEA	10/11/16	10/17/16	Tu-Mo 7a-9a Despierta Am	7:00 AM-9:00 AM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$100.00				
N 2	WVEA	10/11/16	10/17/16	Tu-Mo 9a-11a Despierta Am	9:00 AM-11:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$100.00				
N 3	WVEA	10/11/16	10/17/16	Daytime Tu-M 12p-1p	12p-1p		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$100.00				
N 4	WVEA	10/11/16	10/17/16	Early Fringe Tu-M 3p-4p	3p-4p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$100.00				
N 5	WVEA	10/11/16	10/17/16	Early Fringe Tu-M 4p-5p	4p-5p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$150.00				
N 6	WVEA	10/11/16	10/17/16	Early Fringe Tu-M 5p-6p	5p-6p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$325.00				
N 7	WVEA	10/11/16	10/17/16	Early News Tu-M 6p-630p	6p-630p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$400.00				
N 8	WVEA	10/11/16	10/17/16	Early News Tu-M 630p-7p	630p-7p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$550.00				
N 9	WVEA	10/11/16	10/17/16	Tu-M Prime 8p-9p	8p-9p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$550.00				
N 10	WVEA	10/11/16	10/17/16	Tu-M Prime 9p-10p	9p-10p		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$550.00				
N 11	WVEA	10/11/16	10/17/16	Tu-M Prime 10p-11p	10p-11p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$550.00				
N 12	WVEA	10/11/16	10/17/16	Late News Tu-M 11p-1130p	11p-1130p		:30				NM	2	\$850.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at [www.entravision.com/termsandsales](http://www.entravision.com/termsandsales), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.



**WVEA-TV**  
**2610 W. Hillsborough Ave**  
**Tampa, FL 33614**  
**(813) 872-6262**

Contract / Revision	Alt Order #
253180 /	5353477

Contract Dates	Product	Estimate #
10/11/16 - 10/17/16	TV HFA 2016 SPANISH	5327

Advertiser	Original Date / Revision
Hillary for America	09/08/16 / 09/08/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$425.00				
								<b>Totals</b>	0.00			26	\$8,075.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	26	\$8,075.00	(\$1,211.25)	\$6,863.75
<b>Totals</b>	26	\$8,075.00	(\$1,211.25)	\$6,863.75

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. These services are subject to Entravision's Terms and Conditions of Advertising and Services, located at [www.entravision.com/termsandsales](http://www.entravision.com/termsandsales).

# New Order

7/258/80

Agency:

GMMB

Office:

Washington

Client:

278 - HFA 2016

Product:

295 - TV

Piggyback Product:

Estimate: 5327 - HFA 2016 - Spanish  
Language TV - 10/11-10/17

Station:

WVEA

Order Type:

Normal

Cancel Date:

Flight Start:

10/11/2016

Flight End:

10/17/2016

Hiatus:

Received in ePort:

8/31/2016 3:19:35 PM

Airtime Dollars: \$8,075.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$8,075.00

Primary Demo:

Demo 2:

Local/National:  
Rep Office:

National  
Univision and UniMas National Sales  
(WVEA)  
Jill Mulhall

Total Spots:

26

Demo 3:

GRP:

0.00

CPP:

\$0.00

GIMP:

0

CPM:

\$0.00

Comments:

Separation: 30

AE:

Forwarded

MarketShare:

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	CT	Len	10/11	Total Spots	Rtg	CPP	Imp	CPM
1	TUWTHFM 7A-9A DESPIERTA AMERICA MORNING (NEWS/TALK/VARIE TV)	EM	\$100.00	C	30	3	3				
2	TUWTHFM 9A-11A DESPIERTA AMERICA DAYTIME (NEWS/TALK/VARIE TV)	DT	\$100.00	C	30	2	2				
3	TUWTHFM 12P-1P M-F AMORES VERDADEROS (NOVELA)	DT	\$100.00	C	30	3	3				
4	TUWTHFM 3P-4P M-F SUEÑO DE AMOR (NOVELA)	DT	\$100.00	C	30	2	2				
5	TUWTHFM 4P-5P M-F EL GORDO Y LA FLACA (ENTERTAINMENT MAGAZINE)	EF	\$150.00	C	30	2	2				
6	TUWTHFM 5P-6P M-F PRIMER IMPACTO (NEWS/MAGAZINE)	EF	\$325.00	C	30	1	1				

**Agency:** GMMB  
**Client:** 278 - HFA 2016

Station:	WWEA
Product:	295 - TV
Flight End:	10/17/2016

**Order ID:** 535347  
**Estimate:** 5327 - HFA 2016 - Spanish Language TV - 10/14-10/17  
**Received in ePort:** 8/31/2016 3:19:35 PM

Flight Start: 10/11/2016

Flight End: 10/17/2016

Received in ePort: 8/31/2016 3:19:35 PM

Flight Start:		10/11/2016		Flight End:		10/11/2016	
Line	Daypart	DPT	Rate	C/T	Len	10/11	Total
No	(Program)	Code					Spots
7	TUWTHFM 6P-6:30P M-F NOTICIAS TAMPA BAY (LOCAL NEWS)	EN	\$400.00	C	30	3	3
8	TUWTHFM 6:30P-7P M-F NOTICIERO UNIVISION (NETWORK NEWS)	PA	\$550.00	C	30	2	2
9	TUWTHFM 8P-9P M-F UN CAMINO HACIA-DESTINO (NOVELA)	PT	\$550.00	C	30	2	2
10	TUWTHFM 9P-10P M-F TRES VECES ANA (NOVELA)	PT	\$550.00	C	30	3	3
11	TUWTHFM 10P-11P TRES VECES ANA LTC 8/19 NARCOS FTC 8/22/16	PT	\$550.00	C	30	1	1
12	TUWTHFM 11P-11:35P M-F NOTICIAS TAMPA BAY (LOCAL NEWS)	LN	\$425.00	C	30	2	2
Total Spots: 26							
Cash\$ - Spots:\$8,075.00 - 26              Trade\$ - Spots:\$0.00 - 0              Total Cost:\$8,075.00              Total GRP - CPP: 0.0 - \$0.00              Total GIMP(000) - CPM: 0 - \$0.00							

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

Wuea, Tampa, Florida

**Date:**

9/8/16

I, GMMB

being/on behalf of: Hillary for America

a legally qualified candidate of the Democratic

political party for the office of: President of the United States

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED # 28180 # 5353477					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Hillary for America

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jose H Villarreal

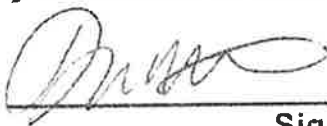
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/15/2016

Date



Signature

- Authorized Media Buyer

***To Be Signed By Station Representative***

☒ Accepted  


Signature

☐ Accepted in Part

Lisa Carrero

Printed Name

☐ Rejected

DSM

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

Hillary for America

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

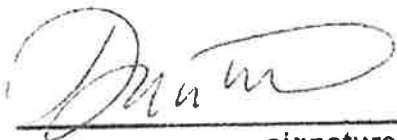
**does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



- Authorized Media Buyer

signature of candidate or authorized committee

Daniel Jester

printed name

6/15/2016

date



## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED #253180 #5353477				

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any, and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.